

IN THE CLAIMS

Claim 1 (original): Integrated Intelligent SEO (Search Engine Optimization) Transaction Platform (hereinafter called "Transaction Platform") comprising of;

Plurality of client personal computers connecting to Internet or Intranet;

WWW display server which displays WEB pages described in HTML in accordance with a request from the said client terminal;

said crawling system which automatically gathers contents of the outside commerce site (A) and inside commerce site (B) in the form of the same structured static HTML page by automatically tracing the said contents from the top page of the said site and by analyzing link structure of the said homepage and each page structure of the said homepage;

said tracking system which is intended to execute tracking transaction with outside comprising display tracking system, transaction tracking system, proxy server, tracking analyzing server which analyzes and stores said tracking data, and tracking analyzing database;

said HTML contents database storing static HTML contents maintaining its link structure which are gathered by crawling the outside commerce site and/or by using off-line media such as DVD and CD-ROM from said commerce site;

said database storing optimized structured HTML contents which possesses the optimized structure based on the said HTML contents database;

said HTML constructing generation system comprising of the control manager, which integrally controls both dynamic and static contents to be generated each time in order to generate the said optimized structured HTML, a Make robot which actually generates the most optimized link structure and the most optimized page structure, a Put robot which outputs the said generated HTML contents being most optimized structured into the display server;

a group of display servers comprising of a mail server, affiliate engine system, mobile server, paid listing server, alert system purpose server, multimedia display purpose system, and call system;

said marketing control system which controls and displays for marketing purpose in the said structured HTML generation system and other said display server groups in accordance with automatic and

manual input, based on the information from the tracking analyzing server, in accordance with the rule recorded in SEO (Search Engine Optimization) rule data base and marketing rule database; and

said system being characterized by enabling to display the most optimized structured HTML contents group in the said site operated by the operator of said transaction platform through the WWW display server, and simultaneously to display the said HTML contents as the optimized HTML structured homepage on the said outside commerce server by returning the optimized contents to the commerce display server of said outside commerce server, after automatically generating the most optimized structured HTML contents group by automatically operating the said optimized HTML constructing generation system in accordance with the rule recorded in SEO rule database, by automatically functioning the automatic intelligent control system and actually operating the most optimized SEO, based on the analyzing result from the tracking data, and by storing the generated HTML contents.

Claim 2 (currently amended): The system according to claim 1 characterized by enabling HTML optimization by activating the said crawling function and gathering HTML contents into inside of said the platform by equally handling both the outside commerce site (A) and contents included in the inside contents of the said commerce

site (B) stored inside the said transaction platform.

Claim 3 (currently amended): The system according to claim 1 being characterized by enabling to generate the most optimized structured HTML contents by making the said platform manage and control the said transaction volume of the said commerce site by means of the interlocking tracking module and tracking system, and by functioning the said control system in order to maximize the marketing effect at most based on the analyzed result in accordance with rule and the manual instruction and order after simultaneously delivering the analyzed tracking data to the marketing control system.

Claim 4 (currently amended): The system according to claim 1 characterized by automatically executing optimized HTML constructing generation in order to automatically execute SEO in accordance with memorized SEO related rule, by automatically analyzing actual tracking data from time to time, while holding manual operation function:

Claim 5 (currently amended): The system according to claim 1 being characterized by capability to automatically execute most optimized HTML structuring in order to make the said homepage contents be object of search engines as much as possible, by automatically

tracking all marketing related data including opening ratio of the said mail, navigation ratio from affiliate sites, occurring transaction number, response ratio from mobile terminals, response ratio and/or transaction ratio from alert system and response ratio from multimedia terminal including PDA and digital TV, response ratio against the paid listing service.

Claim 6 (currently amended): The system according to claim 1 characterized by capability of automatic transformation of the multimedia contents to be displayed in a mail or alert system in accordance with structure of SEO executed HTML contents displayed on WWW, and by transmitting the contents to the said several display server group which are transformed in the HTML contents and stored in the multimedia contents database.

Claim 7 (currently amended): The system according to claim 1 characterized by capability to create most optimized combination of dynamic and static pages, change link structure, and automatically change page structure by using template pages, by manual operation, or by systematically and closely interoperating HTML constructing generation system, tracking analyzing system, and marketing control system, in order to increase the possibility to make the specific pages of a homepage site be object of the outside search engines.

Claim 8 (currently amended): The system according to claim 1 characterized by capability to increase the possibility to make a specific page of the a homepage site by manually or automatically changing the link system structure of said commerce site and by changing the status of the mixture of both dynamic pages and static pages, and by changing the page structure by adopting template, in accordance with the said rule database storing rules gained through the existing know-how and tracking system measuring transaction volume of the said commerce site.

Claim 9 (currently amended): The system according to claim 1 characterized by capability to display a homepage site as the most optimized HTML structured home page by returning the said transformed optimized structured HTML contents to the commerce display server of the outside commerce server after transmitting said homepage of the outside commerce site by means of the said crawling system and the said HTML constructing generation system, and by capability to transfer the dynamic page system by synchronizing with transferred link system through the instruction to the commodity database system at the outside commerce site in case that the said HTML constructing generation system transfers the link structure for SEO purpose.